

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method, comprising:

~~receiving an order for a pre-recorded audio segment or a pre-recorded video segment data offered in a broadcast based on a user selection made during a while viewing the broadcast on through a video viewing system, the order comprising a user identifier;~~

~~identifying wherein the step of receiving the order comprises recording a time and a broadcast channel associated with the received order, being viewed by the user, transmitting the order from the video viewing system to a server and data storage device;~~

~~searching a database to identify an audio or video file associated with matching the recorded time and broadcast channel; to identify desired pre-recorded audio or pre-recorded video segment data;~~

~~accessing stored user information to identify a delivery method associated with the user identifier; and~~

~~wherein the step of matching the recorded time and channel comprises positioning the broadcast to correspond to the recorded time and channel, extracting an available offer associated with the recorded time of the recorded channel, wherein the available offer is either a pre-recorded audio segment or a pre-recorded video segment; and~~

~~transmitting the identified requested pre-recorded audio or prerecorded video file using the associated delivery method data segment to the user.~~

2-3. (Canceled)

4. (Currently Amended) The method of claim 1, wherein the received order comprises an encrypted credit or debit card number ~~is recorded along with the time and channel viewed.~~

5. (Currently Amended) The method of claim 1, wherein receiving the order comprises parsing the order from a transmission received from for data is appended to a communication between the video viewing system, said transmission comprising a regular periodic transmission

~~of data from the video viewing system that was scheduled prior to the user selection and a server regulating the broadcast received via a communications medium.~~

6-7. (Canceled)

8. (Currently Amended) A method system comprising:

receiving at a video viewing system a request for displaying video programs and receiving orders for pre-recorded audio or pre-recorded video data during segments offered in a broadcast on the video viewing system;

identifying wherein the system for receiving orders includes a means for recording a time, a broadcast and channel, and a user identifier associated with the request being viewed by the user when ordering;

generating an order comprising data corresponding to the time, broadcast channel, and user identifier; and

transmitting the order to a server comprising a database and stored user information, wherein the server is configured to for receiving and processing orders for prerecorded audio or pre-corded video segments and means for search the database matching the recorded time and channel to identify an the desired pre-recorded audio or pre-recorded video segmentsfile associated with the time and broadcast channel, and to access the stored user information to identify a delivery method associated with the user identifier; wherein the means for matching the recorded time and channel to identify the desired segments includes positioning the broadcast to correspond to the recorded time and channel, extracting an available offer associated with the recorded time of the recorded channel, wherein the available offer is either the prerecorded audio segment or a pre-recorded video segment; a communications medium between the video viewing system and the server; and a link between the server and the viewer for delivery of the pre-recorded audio or pre-recorded video in a portable electronic form.

9. (Currently Amended) The method system of claim 8, wherein the video viewing system comprises:

a set-top box; and

a video viewing media.

10. (Currently Amended) The ~~method system~~ of claim 8, wherein the video viewing system includes a cursor control which allows a user to ~~request audio or video data signal selection by placing the cursor in a specific area of a display screen of the video viewing system, or "hot" area, during a video broadcast of the viewing medium's screen.~~

11. (Currently Amended) The ~~method system~~ of claim 8, wherein the video viewing system includes a remote control with an "activate" button, which signals ~~a request for selection of an audio or video data program.~~

12. (Currently Amended) The ~~method system~~ of claim 8, wherein ~~transmitting the order comprises for a pre-recorded segment is appending the order appended to a the normal regular communication communications between the video viewing system and the a-server that was scheduled prior to receiving the request regulating the broadcast received via a communications medium.~~

13. (Canceled)

14. (Currently Amended) The ~~method system~~ of claim 8, wherein the ~~delivery method corresponds to an immediate delivery to the requested pre-recorded segment is transmitted via a broadcast system to the user's video viewing system, and wherein the method further comprises:~~
receiving at the video viewing system the identified audio or video file.

15. (Currently Amended) The ~~method system~~ of claim 14, wherein the video viewing system includes an audio or video file player that can download the ~~received pre-recorded audio or pre-recorded video file segment~~ from a port.

16. (Currently Amended) The ~~method system~~ of claim 14, wherein the video viewing system includes a removable memory media ~~configured to store that stores the received pre-recorded~~

audio or ~~pre-recorded-video file~~segment.

17. (Currently Amended) A machine-readable storage medium ~~comprising tangibly embodying a sequence of computer-executable instructions, that when executed by a computer, cause executable by the computer machine to~~ perform a method comprising:

receiving an order for ~~a pre-recorded audio or a prerecorded video data segment offered in a video broadcast based on a user selection made during a while viewing a video broadcast on through a video viewing system, the order comprising a user identifier;~~

~~identifying wherein the step of receiving the order comprises recording a time and a broadcast channel associated with the received order, being viewed by the user, transmitting the order from the video viewing system to a server and data storage device;~~

~~searching a database to identify an audio or video file associated with matching the recorded time and broadcast channel; to identify desired pre-recorded audio or pre-recorded video segment;~~

~~accessing stored user information to identify a delivery method associated with the user identifier; and~~

~~wherein the step of matching the recorded time and channel comprises positioning the broadcast to correspond to the recorded time and channel; extracting an available offer associated with the recorded time of the recorded channel, wherein the available offer is either a pre-recorded audio segment or a pre-recorded video segment; and~~

~~transmitting the identified requested pre-recorded audio or prerecorded video file using the associated delivery method segment to the user in a portable electronic form.~~

18-19. (Canceled)

20. (Currently Amended) The machine-readable storage medium of claim 17, wherein ~~receiving the order comprises parsing the order from a transmission received from for a pre-recorded segment is appended to the normal regular communications between the video viewing system, said transmission comprising a regular periodic transmission of data from the video viewing system that was scheduled prior to the user selection and a server regulating the~~

~~broadcast received via a communications medium.~~

21. (Canceled)

22. (New) The method of claim 1, wherein the identified delivery method corresponds to email delivery, and wherein the transmitting comprises sending an email including the audio or video file to an email address associated with the user identifier.

23. (New) The method of claim 1, wherein the identified delivery method corresponds to delivery to the video viewing system, and wherein the transmitting comprises transmitting the audio or video file to a portable storage device connected to the video viewing system.

24. (New) The method of claim 1, wherein the database searching comprises identifying an audio file containing a single song based on a determination that the song is associated with the broadcast at the identified time and broadcast channel.

25. (New) The method of claim 1, wherein the database searching comprises identifying a video file containing a single music video based on a determination that the music video is associated with the broadcast at the identified time and broadcast channel.